

Remarks

Reconsideration and allowance of the present application in view of the following remarks and amendments are respectfully requested.

Claims 1, 3, 4, 8, 10 and 16 were rejected as being anticipated by Great Britain Patent No. 1,499,146 (GB '146). The previously mentioned claims as well as claim 11 were rejected as being unpatentable over GB '146 in view of the Japanese Patent No. JP2000093455A (JP '455). Additionally, claims 2, 5, 6 and 12-15 were rejected as being unpatentable over GB '146 in view of JP '455 and further in view of U.S. Patent No. 6,688,466 (White '466). Claims 7 and 9 were objected to as being dependent upon a rejected base claim; however, the claims would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

The Applicant has amended claim 1 to incorporate the limitations from claim 7 and canceled claims 7, 9, and 17-20. The Applicant has further added new claims 21-26. Therefore, claims 1-6, 8, 10-16, and 21-26 remain pending in the present application.

Independent claim 21 and dependent claims 22-26 have been added for consideration. The Applicant respectfully submits that claim 21 is patentable over the cited references for at least the reason that the cited references do not disclose or teach a consumer message label that includes a first swatch and a second swatch, wherein the first swatch includes a first predetermined feature, the second swatch includes a second predetermined feature, and the first and second predetermined features are not identical.

For at least the reasons discussed above, the Applicant respectfully submits that

the claims patentably define over the cited references. As such, it is believed that the present application is in complete condition for allowance and favorable action, therefore, is respectfully requested. Should any issues remain after consideration of this amendment, then Examiner Bui is invited and encouraged to telephone the undersigned at her convenience.

Respectfully submitted,

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